

United States
ENVIRONMENTAL PROTECTION AGENCY
and DEPARTMENT OF ENERGY
Washington, D.C. 20460



2008 ENERGY STAR® Award Application:
Partner of the Year - Product Manufacturer

Part I: General Information

A. Contact Information: *Please provide the following required information.*

Official Name of Organization or Company (*Exactly as it should appear on an award*)

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

Primary Contact Name

Title

E-Mail Address

Phone (including area code and extension)

Fax

Communications Contact (or authorized advertising/PR firm)

Communications Contact E-Mail Address

Phone

Fax

B. Headquarters Address: *Please provide if different than above.*

Official Name of Organization or Company

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

C. Certification Statement:

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA and DOE for public outreach related to the ENERGY STAR program and 2008 ENERGY STAR Awards." ***Signatory must be an employee of the organization listed above.***

Name Printed/Signed

Title

Date

Part II: Partner of the Year - Product Manufacturer Application

Eligibility: **Partner of the Year – Product Manufacturer**
Manufacturers of ENERGY STAR qualified products. *Please note that the prerequisite for any manufacturing award is that partners have complied with requirements outlined in the applicable ENERGY STAR Partner Commitments and Product Specification documents, including those related to labeling, logo use and the submission of product and sales information.*

Description: This award recognizes those product manufacturers who have furthered the goals of ENERGY STAR through their active participation. ENERGY STAR anticipates that selecting the Product Manufacturer Partner awards will be a challenging task.

ENERGY STAR recognizes that each organization excels in specific areas. Partners may describe specific activities beyond the scope of the criteria listed below.

Criteria: Criteria for evaluating this award are listed below.

Section 1 – Product Qualification Efforts

Please provide:

- Number of ENERGY STAR qualified models/units
- Percentage of product line that is ENERGY STAR qualified
- Percentage of total sales that were ENERGY STAR qualified
- Information concerning new ENERGY STAR products developed/qualified in 2007 including a brief description of innovation in product design for energy efficiency

Section 2 – Accomplishments Narrative

ENERGY STAR is committed to help people change for the better. Our goal is to reduce greenhouse gas emissions through superior energy efficiency. How are you helping to achieve that goal? Please write a narrative describing your company's activities and accomplishments specific to supporting ENERGY STAR's objective. Your narrative should:

- Be no more than **five pages**, but may be accompanied by samples of specific promotions, advertisements, or other activities your organization led in 2007.
- Describe your company's activities as specifically as possible
- Be consistent with the outline below, to the extent the activities are relevant to your organization.

Labeling Efforts

- Confirm that minimum labeling requirements are met on products, packaging, web site, spec sheets, user manuals, etc. (please provide examples or pictures)
- Demonstrate activities that go above and beyond minimum labeling requirements (e.g. use of the new web tool for product labeling provided by EPA/DOE http://www.energystar.gov/index.cfm?c=manuf_res.web_based_tools, unique or

highly prominent use of the logo on product or packaging in terms of size, location, etc. while still meeting the ENERGY STAR Identity Guidelines.)

Training Efforts

- Integration of ENERGY STAR into your organization's sales-force and employee training (please provide a description of efforts and include physical or photographic examples, where available as well as scope, number of employees reached, and any other measures of impact – e.g. training manuals/newsletters, e-mails, new employee packets, presentations, etc.)
- Cooperation with distributors, retailers or utility/state/regional partners to increase ENERGY STAR information in customer (retail/distributor) product knowledge training (please provide a description of efforts -- e.g. collateral, e-mail/web-based, video, manuals/newsletters, emails, face-to-face presentations, specification sheets, etc.) Include physical or photographic examples, where available as well as scope, number of employees reached, and any other measures of impact.
- Collaboration with EPA/DOE in the development of training activities.

Sales and Marketing including Co-marketing Activities with Retailers and/or Utility/State Efficiency Program Sponsors

- Demonstration of ENERGY STAR qualified products sales efforts including ENERGY STAR integration in exhibits at key industry tradeshows; presentations/meetings/communications for product suppliers/distributors/retailer
- Leadership and/or participation in promotions in conjunction with campaigns coordinated by EPA and DOE (Change a Light, Change the World, Cool Your World, Spring into a World of Savings) where applicable.
- Leadership and/or participation in other cooperative promotions such as those with utility/state efficiency program sponsors, retailers, resellers, key distributors or suppliers (e.g. advertising, in-store, web-based).
- In addition to a description of the promotion and the roles of participants, please include specifics on the duration, reach and impact.

Consumer/End User Education

- Community outreach activities and messaging around ENERGY STAR
- Print, radio, television, direct mail advertising, brochures with ENERGY STAR messages and logo (please submit details of quality, quantity, frequency, reach)
- Public relations efforts, special events, press releases around ENERGY STAR (please submit details of quality, quantity, frequency, reach)
- Incorporation of ENERGY STAR logo and messaging on company web site.
- Inclusion of environmental messaging in any of the above activities

Other Efforts Across ENERGY STAR that have been incorporated into company practices (as applicable). These efforts are not required but can serve to further enhance your application.

- Participation/Leadership in discussion of new/revised ENERGY STAR specifications (where applicable for you product category)
- Participation in the development of data tools, such as Find-A-Product and Online Product Data Submittal. Submission of product and marketing data using these tools (where applicable for your product category).
- Commitment to organization-wide facility energy efficiency improvements
- Organizational procurement practices of energy efficient and/or ENERGY STAR qualified products
- Participation in EPA's Computer and Monitor Power Management Initiative
- Giving preference to leasing space from ENERGY STAR labeled buildings

The public reporting and recordkeeping burden for this collection of information is estimated to average 59 hours per response. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed form to this address.